



March 1, 2018

Re: Cycle 2 Zero Emission Vehicle Investment Plan Proposal

Dear Electrify America:

The Metropolitan Washington Council of Governments (COG) would like to continue its partnership with Electrify America (EA) in our shared vision to establish a world class electric vehicle (EV) infrastructure network and increase awareness of electric mobility. For Cycle 2 of the Investment Plan, COG recommends EA support implementation of the Northeast Corridor Regional Strategy for EV Charging Infrastructure.

COG is the regional planning organization for metropolitan Washington, one of many regional commissions across the country. COG has more than 50 years of experience bringing together leaders and experts to tackle the region's major challenges. Our long-standing, vast network of partnerships including our state and local government members and Clean Cities Coalitions have helped the region develop solutions for air quality, transportation, infrastructure, energy, and much more. COG has a proven history of staff expertise, project management, and contracting and procurement capacity to provide direct services across all areas of government and commerce.

COG has supported EA's initiatives through efforts such as coordinating state representatives, connecting EA with property managers to deploy EV infrastructure, and serving on the Steering Committee for the Northeast Corridor Regional Strategy for EV Charging Infrastructure. Under Cycle 2, COG is particularly interested in coordinating outreach initiatives in metropolitan Washington that support implementation of the northeast strategy. The enclosed is a briefing of existing initiatives that EA could leverage to help achieve our shared goals. Additional details on COG initiatives and qualifications can be reviewed in our Cycle 1 proposal titled Partners for a Zero Emissions Future.

Thank you for the opportunity to submit a proposal. If you have any questions or would like to discuss our proposal, please contact Jeffrey King, COG Energy and Climate Chief, at 202-962-3238 or jking@mwkog.org. We look forward to continuing to work with you towards a zero emission future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stephen Walz', is written over a horizontal line.

Stephen Walz
Environmental Programs Director

Enclosed: Metropolitan Washington Electric Vehicle Outreach Initiatives

METROPOLITAN WASHINGTON ELECTRIC VEHICLE OUTREACH INITIATIVES

CLEAN AIR PARTNERS

Clean Air Partners is non-profit organization established by the Baltimore Metropolitan Council (BMC) and the Metropolitan Washington Council of Governments (COG) to improve air quality in the Baltimore-Washington region. For 20 years, Clean Air Partners has informed, educated, and motivated individuals, businesses, organizations, and governments to improve air quality, public health, and the environment. Over the past decade, marketing and outreach efforts have earned nearly 825 million media impressions with an associated advertising value of more than \$10 million. With the support of Cycle 2 funding, Clear Air Partners can implement a public awareness campaign highlighting how easy it is for consumers to transition to an electric vehicle (\$200-300K).

COMMUTER CONNECTIONS

Commuter Connections is a regional network of transportation organizations coordinated by the COG since 1974. Commuter Connections offers a variety of services and programs to employers to help them provide smarter commute solutions to their employees. Examples include assistance with LEED certification as it relates to transportation, parking management, and awards that encourage EV infrastructure deployment. With the support of Cycle 2 funding, Commuter Connections has the capability to offer employer training and technical assistance to walk employers through the process of deploying EV infrastructure and educating employees on workplace charging (\$50-75K).

ELECTRIC VEHICLE LEADERSHIP AWARD

The Greater Washington Region Clean Cities Coalition (GWRCCC) promotes and assists with measurable improvements in regional reductions in the use of petroleum based fuels through a strong coalition of effective partnerships. The GWRCCC hosts an Annual Awards Program with major stakeholders, fleets, businesses and organizations to recognize regional contributions promoting use of alternative fuel vehicles and infrastructure. Cycle 2 funding could sponsor an Electric Vehicle Leadership Award for area dealers (\$5K).

WASHINGTON AUTO SHOW EV TRACK

The Washington Area New Dealers Association (WANADA) coordinates an annual Washington Auto Show. WANADA, COG, and GWRCCC coordinate EV training sessions targeting policy makers, fleet managers, and dealerships and have also developed a framework for an EV Track at the Auto Show. The EV Track would be an area at the show designated for all manufacturers to display their EV models. Consumers can test drive the models on an indoor track and learn how to use EV charging infrastructure. Cycle 2 funding could sponsor the EV track (\$150K) to support the education of consumers and dealers.

EV GRAND PRIX

The District Department of Energy and Environment (DOEE) is Washington D.C.'s resource for energy efficiency and renewable energy programs, products, and services, and serves as the state energy office. DOEE is also a regional leader in electric vehicle educational services. One education program coordinated by DOEE is the annual DC Electric Vehicle Grand Prix, which provides a hands-on educational opportunity for high schools across metropolitan Washington to build and race their own battery powered electric cars. Attendees of the Grand Prix are exposed educational information on EV technologies and the benefits of EV ownership. Cycle 2 funding could include sponsorship of the Grand Prix (\$25K) to expand education and outreach opportunities.